

Message Text

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ACTION EB-08

INFO OCT-01 EA-12 ISO-00 USIA-15 /036 W
-----129812 230110Z /73

R 230033Z DEC 77
FM AMEMBASSY WELLINGTON
TO USDOC WASHDC
INFO SECSTATE WASHDC 4636
AMEMBASSY CANBERRA
AMEMBASSY TOKYO
AMCONSUL SYDNEY
AMCONSUL AUCKLAND BY POUCH

UNCLAS SECTION 01 OF 02 WELLINGTON 05909

E.O.11652:N/A
TAGS:ETRD, NZ
SUBJECT: VISIT USA SEMINARS

REF: (A) WELLINGTON 5109 (B) TOKYO 19484 (NOTAL)

USDOC AND TOKYO FOR USTS

1. SUMMARY. PLANS FOR VISIT USA SEMINARS IN NEW ZEALAND HAVE BEEN COMPLETED AND A BUDGET AGREED TO. THE SEMINARS WILL BE HELD THE WEEK OF FEBRUARY 27, AND WE ESTIMATE THAT TOTAL COSTS -- INCLUDING LIGHT REFRESHMENTS FOR OUR GUESTS -- WILL BE APPROXIMATELY 2,850 DOLLARS. THE FINANCIAL SUPPORT OFFERED BY USTS (REF B) IS MOST WELCOME, AND WE WILL BE TURNING TO USTS FOR SUBSTANTIAL QUANTITIES OF PRINTED MATERIALS. WE WOULD BE VERY PLEASED TO WELCOME MESSRS RIEGNER AND SCHMITZ TO THE CHRISTCHURCH SEMINARS, AND TO THE AUCKLAND AND WELLINGTON EVENTS AS WELL IF THEY ARE ABLE TO ATTEND. END SUMMARY.

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2. THE VISIT USA SEMINARS IN NEW ZEALAND WILL BE HELD FEBRUARY 27 IN AUCKLAND, MARCH 1 IN WELLINGTON, AND MARCH 3 IN CHRISTCHURCH. AIR NEW ZEALAND, AMERICAN AIRLINES, AVIS, GREYHOUND, HERTZ, PAN AM AND TWA WILL TAKE PART THROUGH THEIR NEW ZEALAND OFFICES; WE EXPECT THAT BRANIFF AND SHERATON WILL TAKE PART FROM THEIR

SYDNEY OFFICES, AND HOPE THAT CONTINENTAL/
SYDNEY WILL JOIN US AS WELL; WESTERN AIRLINES'
HEAD OFFICE IN LOS ANGELES HAS INDICATED THAT
THE FIRM'S INTERNATIONAL MARKETING MANAGER WILL
BE TAKING PART, AS WELL. EFFORTS TO RECRUIT
ADDITIONAL PARTICIPANTS, BOTH IN NEW ZEALAND
AND IN AUSTRALIA, ARE CONTINUING, BUT WE
FEEL THAT OUR CORE GROUP IS SUFFICIENTLY
LARGE TO PRODUCE A WORTHWHILE SEMINAR SERIES.
TWO SEPARATE SEMINARS WILL BE HELD EACH DAY,
THE FIRST FROM 9 AM TO NOON AND THE SECOND
FROM 2 TO 5 PM.

3. LETTERS OF INVITATION WILL BE SENT TO EVERY
TRAVEL AGENCY IN NEW ZEALAND. THE DOMESTIC
AIRLINE, NATIONAL AIRWAYS CORPORATION, HAS
OFFERED A 75 PERCENT STAFF DISCOUNT TO AGENCY
PERSONNEL FLYING TO THE NEAREST SEMINAR. WE
EXPECT ABOUT 75 AGENTS TO ATTEND EACH SESSION,
MAKING A TOTAL OF 450 FOR THE WEEK. SHOULD
INTEREST WARRANT IT, OUR COMMITTEE MEMBERS ARE
PREPARED TO HOLD A THIRD SESSION AT ANY OF THE
THREE CITIES. AGENCIES WILL BE ASKED TO NOMINATE
PERSONNEL TO ATTEND BY FEBRUARY 1 SO THAT
ARRANGEMENTS FOR ADDITIONAL SESSIONS, IF NEEDED,
CAN BE MADE.
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4. WE ESTIMATE THE TOTAL COST OF THE PROJECT AT
2,850 DOLLARS, DISTRIBUTED AS FOLLOWS:

SITE RENTAL IN THREE CITIES	750 DOLLARS
FURNITURE AND EQUIPMENT RENTAL	200
PRINTING AND POSTAGE	600
PUBLICITY PHOTOS OF THE SESSIONS	50
TRAVEL FOR COMMERCIAL AND CONSULAR OFFICERS.	400
LIGHT REFRESHMENTS	650
MISCELLANEOUS	200
TOTAL	2,850 DOLLARS

WE INTEND TO HAVE A CONSULAR OFFICER AVAILABLE AT
EACH SESSION TO HANDLE INQUIRIES CONCERNING VISA
REGULATIONS AND PROCEDURES. WOULD APPRECIATE
INDICATION ASAP AS TO EXTENT OF USTS SUPPORT
POSSIBLE, AND ANY RESTRICTIONS WHICH MIGHT APPLY
TO THE USE OF USTS FUNDS.

5. GUESTS AT EACH SESSION WILL BE PRE-REGISTERED,

AND WE INTEND TO HAVE FOR EACH AS HE OR SHE ENTERS
A PACKET CONTAINING PRINTED MATTER FURNISHED BY
THE INDUSTRY CO-SPONSORS; EACH PARTICIPATING FIRM
HAS BEEN ASKED TO SUPPLY 600 COPIES OF SUCH
MATERIALS TO THE EMBASSY NOT LATER THAN FEBRUARY 1.
TO THEIR MATERIALS, WE WOULD LIKE TO ADD AS FULL
A RANGE AS POSSIBLE OF USTS PUBLICATIONS. THE
SHIPMENTS ALREADY MADE AVAILABLE TO US VIA

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FM AMEMBASSY WELLINGTON
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SYDNEY HAVE BEEN DISTRIBUTED TO THE TRAVEL TRADE
ALREADY, AND THE EMBASSY HAS RETAINED ONLY
MODEST QUANTITIES FOR ITS OWN PURPOSES. WE WOULD
THEREFORE BE MOST APPRECIATIVE IF USTS COULD
SUPPLY US WITH AS BROAD A RANGE OF THEIR MATERIALS
AS POSSIBLE, IN QUANTITIES OF AT LEAST 600 COPIES
AND PREFEREABLY MORE, BY FEBRUARY 1 IF POSSIBLE. ANY
QUANTITIES OVER AND ABOVE THOSE NEEDED FOR THE
SEMINARS THEMSELVES WILL BE DISTRIBUTED THROUGH
OUR REGULAR SUPPLY NETWORKS.

6. IF USTS HAS THEM AVAILABLE, WE WOULD ALSO
APPRECIATE RECEIVING 600 OR MORE PLASTIC OR PAPER
JACKETS, COVERS, ENVELOPES OR BAGS
WITH A USTS LOGO OR OTHER PREPRINTED LEGEND OR
DECORATION IN WHICH THE PRINTED MATERIALS MIGHT
BE PLACED. IF THESE DO NOT EXIST, PLEASE LET US
KNOW BY CABLE ASAP SO THAT WE CAN INVESTIGATE
HAVING SOMETHING SUITABLE PREPARED LOCALLY FOR

THE PURPOSE.

7. WE WOULD ALSO WELCOME SUPPLIES OF USTS POSTERS,
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CUBE DISPLAYS, AND SIMILAR MATERIALS WHICH MIGHT BE USED TO DECORATE OUR SITES AND DISTRIBUTED JUDICIOUSLY TO SELECTED FIRMS FOR THEIR OWN USE. QUANTITIES OF FROM 5 TO 100 COPIES OF EACH POSTER AND FROM 5 TO 25 CUBE DISPLAY SETS WOULD SUFFICE. IN ADDITION, USIS WELLINGTON IN ITS CABLE 5802 (NOTAL), HAS ASKED THAT, IF POSSIBLE, WE BE PROVIDED WITH A SELECTION OF TRAVEL-ORIENTED VTRS AS WE WILL HAVE VTR EQUIPMENT OPERATING AT EACH SITE. ANY ASSISTANCE USTS CAN RENDER IN THIS REGARD WILL ALSO BE HIGHLY APPRECIATED.

8. WE ARE VERY PLEASED TO NOTE FROM REF B THAT THERE IS A POSSIBILITY THAT MESSRS RIEGNER AND SCHMITZ MIGHT BE ABLE TO JOIN US IN CHRISTCHURCH MARCH 3. THEIR PRESENCE WOULD BE ESPECIALLY VALUABLE AS AN EXPRESSION OF THE INTEREST USTS TAKES IN NEW ZEALAND, AND IN THIS SENSE IF THEY WERE ABLE TO JOIN US FOR OUR OTHER SEMINARS, THE IMPACT WOULD BE EVEN GREATER.

9. WE ARE VERY GRATEFUL TO USTS AND TO AMCONSUL SYDNEY FOR THE ENCOURAGEMENT AND SUPPORT WE HAVE RECEIVED IN OUR VISIT USA EFFORTS, AND LOOK FORWARD TO CONTINUED CLOSE COOPERATION IN DEVELOPING A STRONG AND EFFECTIVE PROGRAM.

10. WOULD APPRECIATE RECEIVING ASAP INDICATION OF EXTENT OF USTS FINANCIAL AND MATERIAL SUPPORT WHICH HAS BEEN MADE AVAILABLE (PARAS 4 THROUGH 7 ABOVE) AND ON POSSIBILITY OF A RIEGNER/SCHMITZ VISIT. SELDEN

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Message Attributes

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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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